

Message Text

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SUBJECT: IV GRANT FOR ATO (MR.) SOLOMON TESSEMA, SPORTS

EDITOR & REPORTER

REF: ADDIS 4460

1. POSTS FY-76 COUNTRY PLAN INDICATED IMPORTANT ROLE MEDIA HAS IN SHAPING PUBLIC OPINION. POST ALSO NOTES MAJOR INTEREST IN SPORTS IN AFRICAN AND HIGH LEADERSHIP OF SPORTS NEWSPAPER STORIES AND APPEAL OF SPORTS PROGRAM ON TELEVISION.

2. POST THERE NOMINATES SPORTS EDITOR, WRITER AND BROADCASTER ATO SOLOMON TESSEMA FOR IV GRANT. IF APPROVED, HE CAN TRAVEL JUNE 21 AND GRANT FUNDED FY-76. POST STILL HAS UNUSED FY-76 SLOT. OR, FUNDING COULD BE UNDER TRANSITION PERIOD OR FALLOUT FUNDS AND ETA WASHINGTON AROUND JULY 6.

3. ATO SOLOMON IS DIRECTOR OF SPORTS DEPARTMENT, ETHIOPIAN TELEVISION, AND SPORTS EDITOR FOR LARGEST CIRCULATION AMHARIC DAILY NEWSPAPER, SPORT FANA. BOTH OPERATE UNDER MINISTRY OF INFORMATION. HE HAS WORKED AS SPORTS REPORTER FOR 18 YEARS AND EDITOR SEVEN YEARS.

4. ATO SOLOMON'S VISIT TO NORTH AMERICA INCLUDES COVERAGE OF OLYMPICS FOR ETHIOPIAN MINISTRY OF INFORMATION. MINISTRY WILL PAY ROUNDTRIP AIR FARE ADDIS-PARIS. WE'D PAY ROUNDTRIP AIR FARE PARIS-USA AND INTERNAL USA TRAVEL. MINISTRY OF INFORMATION COVERING ROUNDTRIP FARE FROM CITY NEAR CANADIAN
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BORDER TO MONTREAL AND PER DIEM IN MONTREAL.

5. ATO SOLOMON TESSEMA BIO-DATA:

SOLOMON TESSEMA, SPORT FANA (NEWSPAPER) AND ETHIOPIAN TELEVISION SPORTS PROGRAM EDITOR; BORN JANUARY 1939; COMPLETED MEDHANE-KALE. AND TEFERI MEKONNEN HIGH SCHOOLS AND JOURNALISM COURSE BY CORRESPONDENCE FROM BRITISH TUTORIAL COLLEGE (LONDON); FORMERLY RADIO SPORTS COMMENTATOR; MEMBER, ETHIOPIAN SPORTS JOURNALISTS ASSOCIATION(ALSO VICE PRESIDENT) AND INTERNATIONAL SPORTS ASSOCIATION; HAS TRAVELLED TO KENYA, UGANDA, TANZANIAN MADAGASCAR, SUDAN, EGYPT, LYBIA, CAMEROON, NIGERIA, ENGLAND, HOLLAND, EAST AND WEST GERMANY, ITALY, PAKISTAN, INDIA, PEOPLE'S REPUBLIC OF CHINA, HONG KONG, MEXICO (1967-1975) TO ATTEND CONFERENCES OR COVER SPORTS EVENTS; SPEAKS GOOD ENGLISH AND FAIR FRENCH; IS MARRIED; HAS SPECIAL INTERESTS IN SPORTS, READING, WRITING AND MUSIC.

6. JUSTIFICATION: ATO SOLOMON IS PROBABLY BEST KNOWN SPORTS REPORTER IN ETHIOPIA. HE IS ONE OF POST'S MOST IMPORTANT CONTACTS IN THIS VITAL AREA OF WIDE AFRICAN READER AND VIEWER INTEREST. HE RUNS ALL ASPECTS OF ETHIOPIAN TELEVISION SPORTS PROGRAMMING THIS INCLUDES LIVE COVERAGE OF SUCH THINGS AS RECENT AFRICAN CUP GAMES TO CONDUCTING INTERVIEW AND WRAP-UP STORIES IN TV STUDIOS. HIS SPORTS STORIES APPEAR ALMOST DAILY IN SPORT FANA NEWSPAPER. HE WAS FIRST ETHIOPIAN TO COVER OLYMPIC AND WORLD CUP GAMES, FOR EXAMPLE, HE COVERED OLYMPIC GAMES IN JAPAN, MEXICO AND GERMANY. IN ADDITION, SOLOMON CONDUCTS WEEKLY ONE-HALF HOUR SPORTS SHOW ON ETV.

7. PROGRAM SUGGESTIONS:

A. HE SHOULD RECEIVE INTRODUCTION TO DEVELOPMENT OF SPORTS IN USA FROM LOCAL RECREATION DISTRICTS, TO SCHOOL-LEVEL AND UNIVERSITY-LEVEL PROGRAMS, TO SEMI-PROFESSIONAL AND, FINALLY, TO PROFESSIONAL SPORTS.

B. HE SHOULD VISIT SPORTS DEPARTMENTS AT BOTH LARGE AND SMALL TELEVISION STATIONS AND DAILY NEWSPAPERS ACROSS THE USA.
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8. MORE SPECIFICALLY, HE SHOULD:

A. VISIT AMERICAN OLYMPIC TRAINING CAMP IF HE'S IN USA BEFORE OLYMPICS.

B. VISIT PROFESSIONAL FOOTBALL TRAINING CAMP. IF WASHINGTON REDSKINS IN TRAINING, HIS CONTACT CAN BE BRYANT SANTERJR

NOW IN ADDIS WITH PRE-OLYMPIC TRAINING CAMP.

C. IN ONE CITY HE CAN GET TO KNOW THAT CITY'S BASEBALL TEAM AND LOCAL TELEVISION/NEWSPAPER SPORTS REPORTERS AND ATTEND TEAM WORKOUTS AND TELEVIEWED GAME.

D. VISIT A UNIVERSITY PHYSICAL EDUCATION DEPARTMENT AND SEE HOW FUTURE COACHES ARE TRAINED.

9. ATO SOLOMON WILL MAKE TAPED INTERVIEWS FOR ETHIOPIAN TV AT TRAINING CAMPS AND UNIVERSITY AND WRITE NEWSPAPER STORIES. PERHAPS REDSKINS PUBLIC RELATIONS DEPARTMENT WILL PROVIDE CAMERAMAN, ETC. IF NOT, USIA COULD PROVIDE FACILITATIVE SERVICE WITH CAMERA CREW AND FILM. ATO SOLOMON ALSO PLANS TO PUBLISH AND EDIT SPECIAL ETHIOPIAN MAGAZINE ON OLYMPIC GAMES.

10. IPS/USIA WASHINGTON CAN ALSO ASSIST IN SOLOMON'S TELEVISION INTERVIEW OF MAL WHITFIELD AND/OR BRYANT SALTER AFTER OLYMPIC GAMES AS A FOLLOW-UP TO ADDIS PRE-OLYMPIC TRAINING CAMP.

1. POST NEEDS TO KNOW SOONEST DATES SOLOMON CAN TRAVEL:

A. PLAN "A": ETA WASHINGTON JUNE 21. CU PROGRAMMING JUNE 22 JULY 13 ENDING UP NEAR CANADIAN BORDER IN BURLINGTON, VERMONT OR BUFFALO, NEW YORK SO HE CAN TRAVEL CHEAPEST TO MONTREAL. CU PROGRAMMING AGAIN AUGUST 9-13 OR SO STARTING FROM SAME USA CITY NEAR CANADIAN BORDER. FUNDED FY-76.

B. PLAN "B": ETA WASHINGTON JULY 6. CU PROGRAMMING JULY 7-13 AND THEN AUGUST 9-24 OR SO. FUNDED TRANSITION PERIOD OR FALLOUT.

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12. PLEASE RESPOND ASAP WITH APPROVED TRAVEL DATES. NOT ONLY WILL SOLOMON RECEIVE DIRECTED PROFESSIONAL/CULTURAL TOUR OF USA, HE WILL PREPARE MATERIALS FOR ETHIOPIAN RELEASE ON AMERICAN SPORTS SCENE. HE IS ARTICULATE AND ENGLISH-LANGUAGE ABILITY GOOD. HUMMEL

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